

HEALTHY FOODS &
HELPFUL ADVICE.



THAT'S WHAT WIC
IS ALL ABOUT.

HEALTHY FOODS FOR MOMS & LITTLE ONES, FOR A HEALTHY START ON LIFE.



With today's busy lifestyles and fast foods, many people do not eat properly. Good nutrition, though, is a must during pregnancy, for babies and for growing children. That's why there's WIC.

WIC IS A SUPPLEMENTAL NUTRITION PROGRAM SERVING:

WOMEN

- during pregnancy
- while breastfeeding up to 12 months
- postpartum, but not breastfeeding, for 6 months

INFANTS

- birth to age 12 months

CHILDREN

- 13 months to age 5



WIC PROVIDES AT NO COST:

- a monthly package of delicious, nutritious foods including milk, juice, eggs, cereal, beans, peas, cheese, peanut butter, and for moms breastfeeding exclusively, tuna and carrots
- iron-fortified infant formula, infant cereal and juice
- nutritional assessments and education
- health care referrals and results to physician
- breastfeeding instruction and support

TO RECEIVE WIC, PARTICIPANTS MUST:

- be residents of Mississippi
- be at nutritional risk (need)
- meet WIC household income guidelines



MANY WOMEN DON'T REALIZE THEY'RE ELIGIBLE FOR WIC.



While thousands of women, infants and children benefit from participation each year, many more can be served. They need to know that WIC saves them money by supplying foods worth \$38 to \$40 monthly. It provides one-on-one breastfeeding instruction and support including breast pumps in special situations. It provides standard infant formula as well as expensive non-standard formulas prescribed by physicians. It provides invaluable nutritional counseling that most women cannot afford or access. It helps them stay healthy during pregnancy, deliver a healthier baby and raise a healthier child.



WIC services are provided around the state in county Health Departments, WIC Food Centers and independent WIC clinics.

"I'M NOT SICK."

A common misconception among those who are eligible but do not apply for WIC is that "nutritional risk" implies sickness. The fact is, WIC serves people who appear healthy and even feel well but are found to have:

- iron deficiency, causing anemia
- a diet that is low in essential nutrients
- weight that is too high or too low

"I HAVE A JOB, SO I DON'T QUALIFY."

Contrary to popular belief, many working people receive WIC. Eligibility is based on the household income and the number of people in the household. The WIC income guidelines chart helps dispel the myth that WIC is welfare.

"I'M NOT ELIGIBLE BECAUSE I GET FOOD STAMPS."

People who receive Medicaid, TANF or Food Stamps

automatically meet income guidelines. If they have a nutritional risk, they receive WIC in addition to other assistance.

"MY GRANDCHILDREN LIVE WITH ME. CAN I APPLY?"

Guardians, foster parents and fathers can apply for WIC for children from birth to age 5.

All applicants must provide proof of income through a check stub, W-2 form, Medicaid, TANF or Food Stamps card, as well as proof of ID and proof of residency.



WIC IMPROVES BABIES' & CHILDREN'S HEALTH.



SCORES OF HEALTH STUDIES PROVE WIC MAKES A DIFFERENCE:

- WIC participation during pregnancy and infancy has been shown to significantly reduce the risk of infant deaths.
(Moss et al, "The Effect of WIC and Medicaid on Infant Mortality in the U.S.," American Journal of Public Health 88 (9), 1998)
- WIC during pregnancy reduces the rate of low birth weight babies by 25 percent and of very low birthweight babies by 44 percent.
(“Federal Investments Like WIC Can Produce Savings,” General Accounting Office, 1992)
- Prenatal WIC participation significantly improved birth outcomes for all groups of women — private insurance, self-pay and Medicaid.
(New York State WIC Evaluation Study, NY State Journal of Medicine 91 (6) 1991)
- WIC participation by 30 weeks gestation was associated with significant reductions in infant mortality within the first 28 days in four of five states studied.
(“Infant Mortality Among Medicaid Newborns in Five States: The Effect of Prenatal WIC Participation,” Mathematica Policy Research, Inc., 1993)



- WIC significantly reduces anemia in children.
(Yip et al, “Declining Prevalence of Anemia Among Low-Income Children in the United States,” Journal of American Medical Association (12), 1987)
- WIC significantly increased intake of iron and vitamins A, B2 and B6 among preschool children.
(Rush et al, “The National WIC Evaluation,” USDA, 1986)
- 4 and 5-year-olds whose mothers participated in WIC during pregnancy had better vocabulary test scores.
(Rush et al, “The National WIC Evaluation,” USDA, 1986)

WIC PARTICIPANTS IN MISSISSIPPI HAVE THIS TO SAY:

“I was a nurse taking care of others and didn't realize I was anemic during pregnancy. Thank goodness, a friend encouraged me to apply for WIC. Later on, when I had to take off work, it helped to have the WIC foods every month.”

“My toddler is chubby. I thought he was the picture of health, but the WIC certifier told me he's too heavy. I now give him healthier snacks instead of so many cookies and french fries. He loves the juice in the WIC food package.”



WIC WORKS BEST WHEN WE WORK TOGETHER.

To reach more of the women, infants and children who are eligible, WIC needs your help. By handing out income guidelines and other WIC informational brochures, you help spread the word that WIC is here to help mothers do the very best they can for their children.

Health department staffs across Mississippi see the difference WIC makes. We believe in what we do. We are here to answer any questions or concerns you have and welcome your ideas. As a health care provider or social service agency, here's how you can help:

- Please refer patients or clients regardless of medical need. WIC helps head off problems that stem from poor nutrition.
- Use income tables to help more women who are not on Medicaid see that they could be eligible. By routinely including WIC materials in your information packets, you reach more of the women who currently are unserved.

- Call your Health Department for WIC medical referral forms, income tables and educational brochures as you need them.
- Complete Medical referral forms to help the WIC staff identify medical needs or nutritional risk factors. Referral forms are not required but are preferred because they save enrollees the trouble of duplicating bloodwork their physicians have performed.

WIC REQUIRES A HEMOGLOBIN OR HEMATOCRIT FOR:

- current pregnancy
- current postpartum period
- infants enrolled at nine months or older
- once between the age of 12 to 24 months and once a year for children age 2 to 5 whose blood test results are within normal range at latest certification

For more information on WIC, contact your Health Department or call 1-800-721-7222.



MISSISSIPPI STATE DEPARTMENT OF HEALTH

"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. (Not all prohibited bases apply to all programs.)

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call (202) 720-5964 (voice and TDD).

USDA is an equal opportunity provider and employer."